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ProQuest document ID: 56779853

Text Word Count 464

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Flashcards.com showcases a variety of cards designed by some of the most talented Flash programmers from around the country. In addition to its internal Flashcard development group, the company is also accepting original electronic greeting cards submitted by independent Flash developers. Flashcards.com compensates developers up to \$5,000 for each card accepted by the site. "Flashcards.com expects the number of Flashcards offered on the site to grow significantly now that the site is live and the developer community can better understand the nature of the offering and the delivery engine," said Matt Williams, CEO of Flashcards.com.

**Full Text (464 words)***Copyright Business Wire Jul 24, 2000*

NEW YORK--(BUSINESS WIRE)--July 24, 2000--

Site's Visually Stunning, Interactive Mini-Movies

Allow Users to Customize Greetings

Feeling thoughtful but can't find an online greeting card that offers more than a few seconds of a dancing bear or

singing cupcake? Now you can solve that problem in a flash!

Flashcards.com, a new Web site which launches today at the FlashForward 2000 conference, features a collection of FREE, customizable Flashcards that can be personalized with names, sentiments and uploaded photos. These eye-catching, interactive, 30- to 90-second mini-movies allow you to send friends, family and loved ones an online experience that is more in-depth and entertaining than other online greeting cards available.

Flashcards.com showcases a variety of cards designed by some of the most talented Flash programmers from around the country. In addition to its internal Flashcard development group, the company is also accepting original electronic greeting cards submitted by independent Flash developers. Flashcards.com compensates developers up to \$5,000 for each card accepted by the site. "Flashcards.com expects the number of Flashcards offered on the site to grow significantly now that the site is live and the developer community can better understand the nature of the offering and the delivery engine," said Matt Williams, CEO of Flashcards.com.

"Our site offers an alternative to the common online greeting card because we offer an ever-growing variety of fully customizable creative cards," continued Mr. Williams. "With our interactive greeting card templates, users can personalize any card, resulting in an infinite number of animated greetings."

Registered users can create their own buddy lists and schedule cards to be sent on future dates. They can also upload and store images to be used in Flash greetings and Flash invites. Flashcards.com's Flashinvites feature allows users to develop guest lists and send memorable online invitations to friends and family. Flashcards can be viewed by users with Internet connection speeds as low as 56K.

#### About Flashcards.com

Based in Aliso Viejo, Calif., Flashcards.com was founded in February 2000 and is the premier source for free, customizable Flash greetings and Flash invitations. Flashcards.com distinguishes itself from other greeting sites by offering greetings in a richer medium (Flash) and by allowing the user to customize and personalize each and every Flashcard. The Flashcard templates allow users to personalize a greeting with their own photos or their own sentiment. With the templates and the users' creativity, an infinite number of greetings are immediately possible. Flashcards.com was launched under the umbrella of Internet incubator ThinkTank.

#### About ThinkTank

ThinkTank, founded in 1999, is an Aliso Viejo, Calif.-based integrated seed capital fund company that serves as an incubator for Internet start-ups. The company provides start-up Internet businesses with equity investment capital, facilities, complete administrative and financial infrastructure, and hands-on strategic and tactical assistance.

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1. [Flashcards.com Launches With Dynamic New Form of Cutting-edge Online Greeting Cards & Invitations](#)

*Business/Technology Editors, Entertainment Editors.* Business Wire. New York: Jul 24, 2000. p. 1

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2. [The recovery accelerates](#)

*Tom Bagsarian.* Iron Age New Steel. New York: Jan 2000. Vol. 16, Iss. 1; p. 28

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